

Essential Styles Catalogue

Wall&decò[®]

Non ci si può fidare dei sensi quando gli occhi sono intossicati da intense gamme di colori, le dita si perdono in percorsi sinuosi e le orecchie sono ingannate dai suoni misteriosi che accompagnano il viaggio. Rugoso e liscio. Matte e brillante. Cosa c'è dietro a queste sensazioni tattili? La risposta è duplice ed è nascosta nelle due nuove proposte per interni di Wall&decò - Style Colors ed Essential Wallpaper - ognuna delle quali in grado di indurre anche l'osservatore più pretenzioso a lasciarsi affascinare dal proprio magico incantesimo.

L'inebriante nuova linea di pitture colorate di Wall&decò offre ai più esigenti un nuovo mondo di vernici murali dai colori ammalianti che fanno vivere i sogni e sfumano i confini tra illusione e realtà, passando dai toni sobri e ricchi dei grigi argentei, per arrivare ai verdi dei prati lussureggianti, attraverso potenti trame rosse e densi preziosi gialli ambrati.

Lungo il viaggio una fresca rivisitazione di un vecchio racconto: la nuova collezione di Wall&decò Essential Wallpaper è una selezione di esperienze tattili così forti, così uniche e così inebrianti da essere destinata a provocare più di qualche reazione curiosa e toccatina nascosta. Increspature e pieghe, onde e linee, freddi metalli laminati d'oro e calde finiture in tessuto vengono catturati e trasformati in una visione vivente da una superficie cilindrica che dipinge sogni.

*Questa è la rinascita della carta da parati.
La mappa verso l'invenzione.*

The senses simply can't be trusted when the eyes are intoxicated at the sight of rich color ways, fingers lose their direction through winding paths, and ears are deceived by the mysterious sounds that accompany the journey. Crinkled and smooth. Matte and shine. What lies behind such tactile sensations? The answer is twofold, and is hidden within the two new interior propositions by Wall&decò - Style Colors and Essential Wallpaper - each of which is capable of luring even the most demanding observer into becoming entirely captivated by their magic spell.

Wall&decò's exhilarating new line of color paints affords those with a discerning disposition a brand-new world of enthralling colors that bring dreams to life and blur the lines between wishful thinking and reality through rich, sobering tones of silvery grays, to lush meadows of greens through to powerful red stories and thick, jeweled ambers.

Along for the journey is a fresh vision of an old tale: Wall&decò's new Essential Wallpaper collection, a selection of tactility so profound, so unique and so inebriating, that it is bound to cause more than a few curious double takes and covert touches. Wrinkles and folds, waves and lines, cool gold foil metallic and warm textile finishes are all captured and transformed into an existent vision by a cylindrical surface that prints dreams.

*This is the rebirth of wallpaper.
The map to invention.*



Nuove espressioni per la decorazione d'interni

Essential Wallpaper e **Style Colors** sono due nuove collezioni di prodotti create per dare inedite espressioni al mondo della decorazione d'interni.

Essential Wallpaper rappresenta un percorso stilistico e tecnico innovativo adottato da Wall&decò per la creazione di carte da parati dove i macro decori cedono il passo a trame e a particolari di incisione, alla scoperta del fascino del dettaglio.

Una prima proposta di 12 Essential Wallpaper, composta da 4 decori principali declinati in 3 varianti colore ciascuno, dalla grande versatilità applicativa in ambienti dalle diverse esigenze decorative e di arredo.

Style Colors è la prima collezione Wall&decò, sviluppata per complementare le proposte di carta da parati, dedicata alla produzione selettiva di pitture murali premium.

Una collezione di prodotti, costituita da 20 colori raggruppati in 4 palette cromatiche, trasversale alle collezioni di carte da parati, che arricchisce la proposta di decorativi per interni e rappresenta il trait d'union con il life-style Wall&decò.

Essential Wallpaper, **Style Colors** e **Contemporary Wallpaper**, elementi di decoro che esulano il mondo delle finiture d'interni per assumere la portata espressiva del complemento d'arredo.

Essential

Wallpaper

New expressions for interior decoration



Essential Wallpaper and **Style Colors** are two new product collections created to give unique expressions to the world of interior decorating.

Essential Wallpaper is an unconventional stylistic and technical approach adopted by Wall&decò for creating wallpaper where the macro patterns give way to textures and engraved features that convey the allure of detail.

An initial proposal of 12 Essential Wallpapers, composed of 4 main designs declined in 3 color variations each, offering multiple applications in environments with different decoration and furnishing requirements.

Style Colors is the first Wall&decò collection, developed to complement the wall covering proposals, dedicated to the selected production of premium mural paints.

A product collection consisting of 20 color shades grouped into 4 chromatic palettes, which cuts across the wall covering collections and enriches the proposals for interior decoration, representing the trait d'union within the Wall&decò life-style.

Essential Wallpaper, **Style Colors** and **Contemporary Wallpaper**, decorative elements that go beyond the world of interior finishes to take the expressive range of home furnishings.

Style

Colors

☑ Set #1

p. 8



Essential Wallpaper Collection

17130EWC p. 8
17120EWC 12
17110EWC 15

Contemporary Wallpaper Collection

WDLU1701 p. 8

Style Colors Collection

ST201600 p. 16
ST201605
ST201610
ST201615
ST201620

☑ Set #2

p. 22



Essential Wallpaper Collection

17210EWC p. 22
17220EWC 26
17230EWC 29

Contemporary Wallpaper Collection

WDMN1502 p. 22
WDMN1503

Style Colors Collection

ST201625 p. 30
ST201630
ST201635
ST201640
ST201645

Set #3

p. 36



Essential Wallpaper Collection

17320EWC p. 36
17310EWC 40
17330EWC 43

Contemporary Wallpaper Collection

WDSB1403 p. 36

Style Colors Collection

ST201650 p. 44
ST201655
ST201660
ST201665
ST201670

Set #4

p. 50



Essential Wallpaper Collection

17410EWC p. 50
17420EWC 54
17430EWC 57

Contemporary Wallpaper Collection

WDVC1602 p. 50

Style Colors Collection

ST201675 p. 58
ST201680
ST201685
ST201690
ST201695

□— Essential Wallpaper / 17130EWC

□— Contemporary Wallpaper / WDLU1701

□— Style Color / ST201605



Wall&decò

EWC

Essential Wallpaper Collection

17110EWC / 17120EWC / 17130EWC



0,70 x 10 m





□ Essential Wallpaper / 17120EWC

Essential
Wallpaper



□ Essential Wallpaper / 17110EWC



Essential
Wallpaper



Style

Colors

Wall&decò®

style colors



ST201600



ST201605



ST201610



ST201615



ST201620

Wall&decò

SCC

Style Colors Collection

Indoor superior color emulsion paint
for top quality wall and ceiling finishes

2.5 L / coverage 8 MQ/L



First
Class



Flat Matt
Finish



1-2
Coat



Opacity
Class 1



Solvent
Free



Easy
Application



Fast Dry
(4 H)



Odorless



Environmentally
Friendly



For
Healthcare
Use



Wet Abrasion
Resistance
Class 1

☐ **Set #2**

Essential Wallpaper / Style Colors / Contemporary Wallpaper

□— Essential Wallpaper / 17210EWC

□— Style Color / ST201630

□— Contemporary Wallpaper / WDMN1503

□— Contemporary Wallpaper / WDMN1501





Wall&decò

EWC

Essential Wallpaper Collection

17210EWC / 17220EWC / 17230EWC



Repeat 35 cm
0,70 x 10 m





Essential
Wallpaper





□ Essential Wallpaper / 17230EWC

Essential
Wallpaper



Style

Colors

Wall&decò®

style colors



ST201625



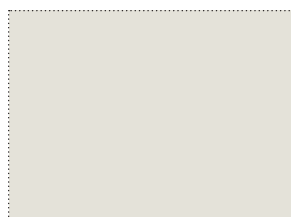
ST201630



ST201635



ST201640



ST201645

Wall&decò

SCC

Style Colors Collection

Indoor superior color emulsion paint
for top quality wall and ceiling finishes

2.5 L / coverage 8 MQ/L



First
Class



Flat Matt
Finish



1-2
Coat



Opacity
Class 1



Solvent
Free



Easy
Application



Fast Dry
(4 H)



Odorless



Environmentally
Friendly



For
Healthcare
Use



Wet Abrasion
Resistance
Class 1

☐ **Set #3**

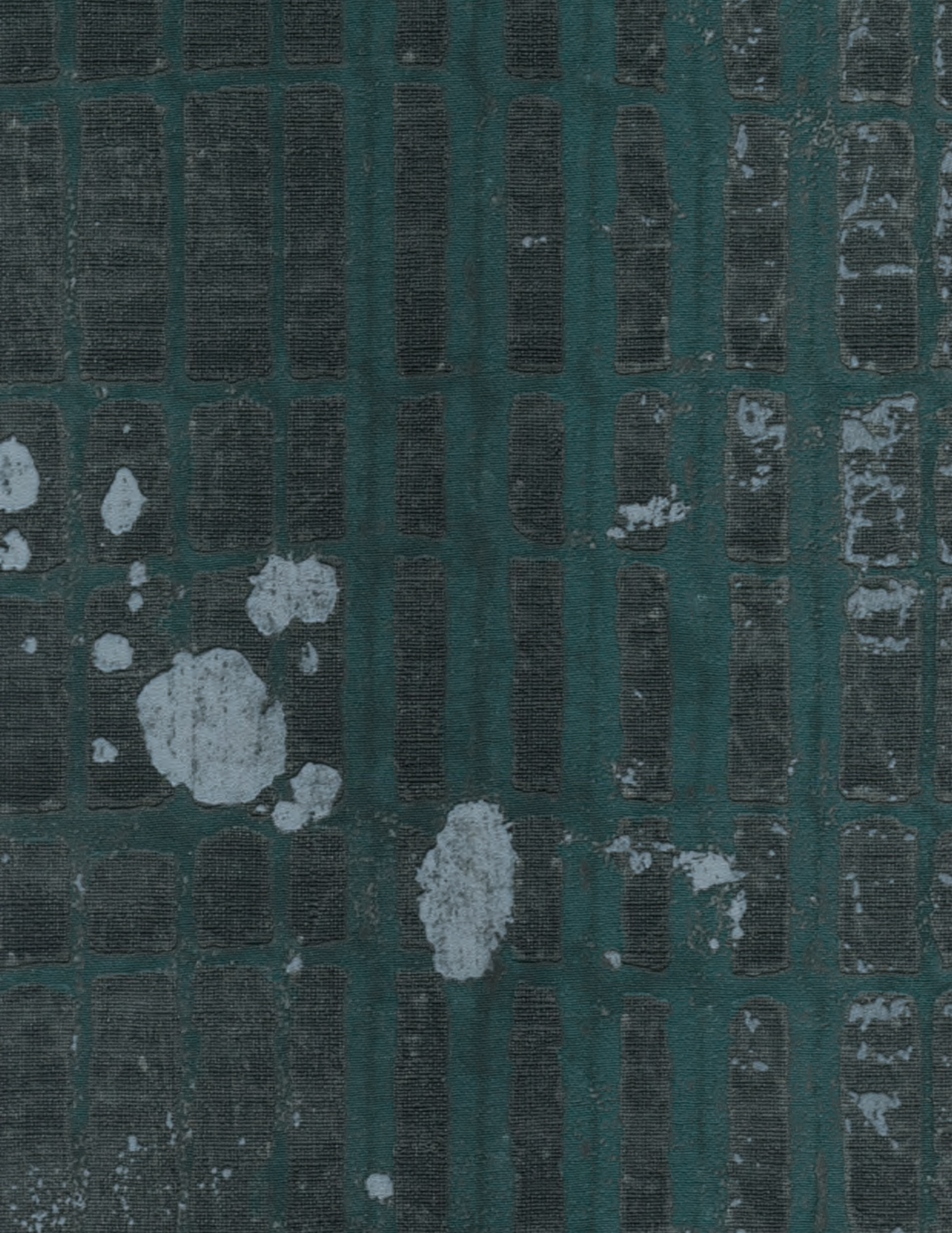
Essential Wallpaper / Style Colors / Contemporary Wallpaper



□— Essential Wallpaper / 17320EWC

□— Style Color / ST201650

□— Contemporary Wallpaper / WDSB1403



Wall&decò

EWC

Essential Wallpaper Collection

17310EWC / 17320EWC / 17330EWC

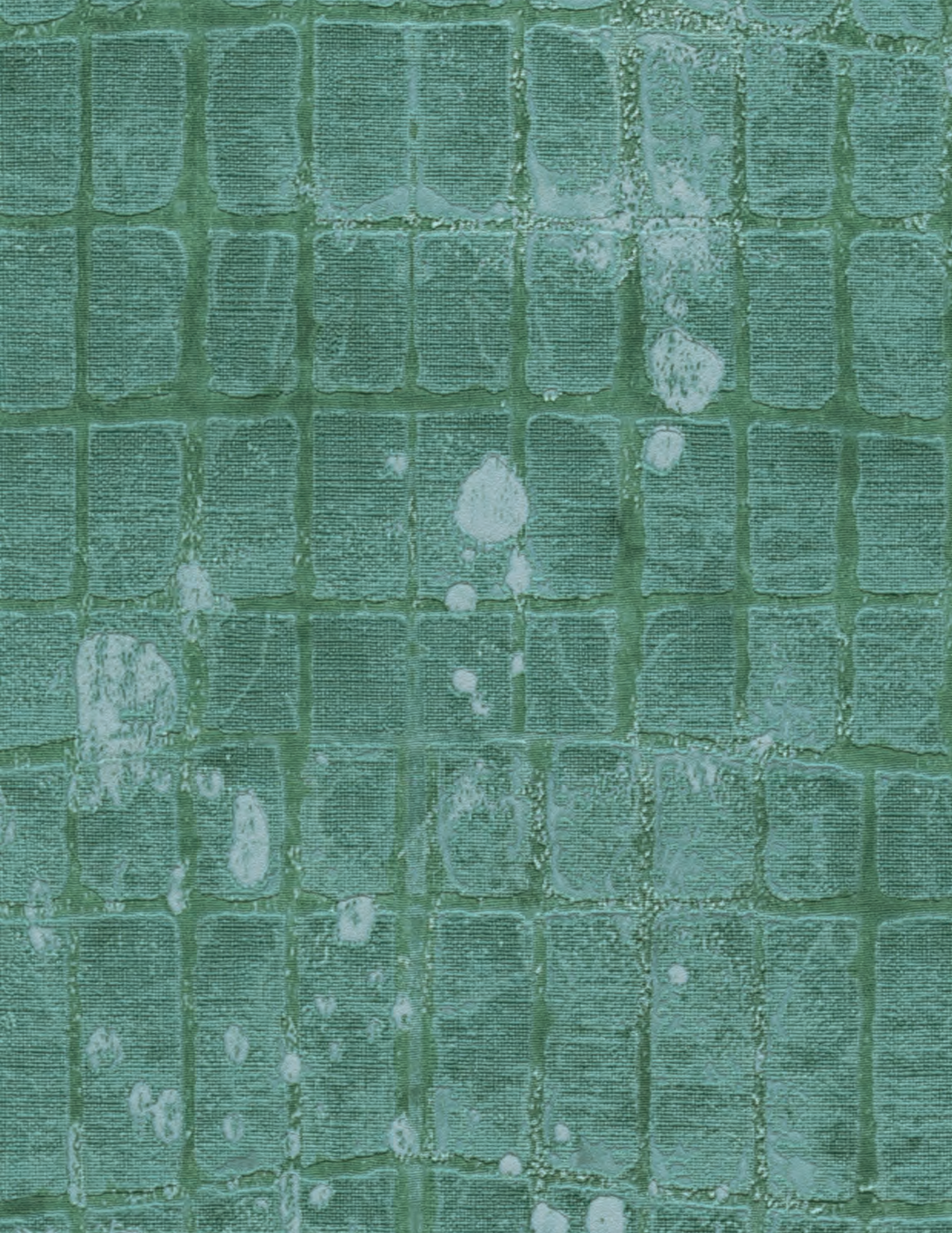


Repeat 70 cm
0,70 x 10 m





Essential
Wallpaper







□ Essential Wallpaper / 17330EWC

Essential
Wallpaper



Wall&decò®

style colors



ST201650



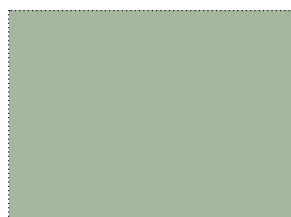
ST201655



ST201660



ST201665



ST201670

Wall&decò

SCC

Style Colors Collection

Indoor superior color emulsion paint
for top quality wall and ceiling finishes

2.5 L / coverage 8 MQ/L



First
Class



Flat Matt
Finish



1-2
Coat



Opacity
Class 1



Solvent
Free



Easy
Application



Fast Dry
(4 H)



Odorless



Environmentally
Friendly



For
Healthcare
Use



Wet Abrasion
Resistance
Class 1

 **Set #4**

Essential Wallpaper / Style Colors / Contemporary Wallpaper

□— Essential Wallpaper / 17410EWC

□— Style Color / ST201685

□— Contemporary Wallpaper / WDYC1602



Wall&decò

EWC

Essential Wallpaper Collection

17410EWC / 17420EWC / 17430EWC



0,70 x 10 m



□ Essential Wallpaper / 17420EWC



Essential
Wallpaper



□ Essential Wallpaper / 17430EWC

Essential
Wallpaper



Wall&decò®

style colors



ST201675



ST201680



ST201685



ST201690



ST201695

Wall&decò

SCC

Style Colors Collection

Indoor superior color emulsion paint
for top quality wall and ceiling finishes

2.5 L / coverage 8 MQ/L



First
Class



Flat Matt
Finish



1-2
Coat



Opacity
Class 1



Solvent
Free



Easy
Application



Fast Dry
(4 H)



Odorless



Environmentally
Friendly



For
Healthcare
Use



Wet Abrasion
Resistance
Class 1

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Essential Wallpaper and Style Colors Collections 2017
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La riproduzione dei colori delle immagini grafiche dei prodotti contenute in questo catalogo è indicativa della resa cromatica reale sul parato stampato o sulle pareti.

The color reproduction of the product graphic images contained in this catalog is indicative of the actual color rendering on the printed wall covering or on walls.

